

TOURISM DEVELOPMENT COMMISSION

2018 - 2019 QUARTER 4 ROI REPORT

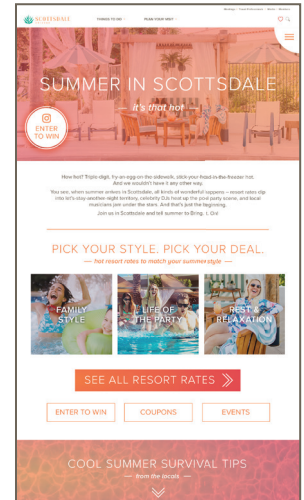


Experience Scottsdale uses the Scottsdale brand in all promotions regardless of funding source or partners included. Outlined programs and results in this report were achieved by Experience Scottsdale using funds from the City of Scottsdale, other partner communities, and the State of Arizona's Prop. 302 (no Prop. 302 funds were used for the below programs).

April 1 – June 30, 2019

MARKETING

- *It's That Hot Summer Campaign*
 - Promotion Timing: April 20 - Sept. 2
 - Experience Scottsdale debuted the second annual summer campaign and website, ItsThatHot.com, to drive additional visitation between Memorial Day and Labor Day.
 - Efforts that targeted markets like Phoenix, Tucson, Los Angeles, New York and Chicago included email marketing, pay-per-click advertising, social media, radio advertisements, messaging in ride-share vehicles, and ads on USAToday.com.
 - To date, over **15,000** potential visitors have entered for a chance to win Experience Scottsdale's summer Instagram giveaways; **7** giveaways are planned through Aug. 30.
- "Uniquely Scottsdale" Video Series
 - Throughout the fiscal year, Experience Scottsdale partnered with James Beard Foundation award-winning filmmaker Andrew Gooi to capture and produce the "Uniquely Scottsdale" video series.
 - **9** videos were produced throughout the fiscal year, highlighting distinctly Scottsdale businesses and attractions like Scottsdale Museum of Contemporary Art, Fashion by Robert Black, Coach House and Hotel Valley Ho.



Summer Campaign Site

CONVENTION SALES & SERVICES

- The sales team assisted in booking **625** meetings in the fiscal year, which account for a record **202,892** incremental room nights and a future economic impact of **\$96.5 million** for the destination.
- During the quarter, Experience Scottsdale welcomed **9** meeting planners from pharmaceutical, medical device and third-party companies within the medical community during the 7th Annual Medical Meetings Familiarization Tour. Healthcare is a strong segment for Scottsdale, accounting for nearly **20%** of group bookings.
- Experience Scottsdale attended the eSports Travel Summit to learn about the needs of these groups and their potential economic impact. More than **20** connections were made with event organizers that could lead to future business, including for WestWorld and Scottsdale Stadium.

COMMUNICATIONS

- The communications team assisted in generating **1,157** articles about Scottsdale in the fiscal year.
 - These articles were worth **\$48.1 million** in editorial value and reached **6.1 billion** readers.
- Experience Scottsdale brought **91** journalists to Scottsdale during press trips in the quarter. The media represented publications such as:
 - *Cosmopolitan*, *Elite Daily*, *New York Post*, *StarMetro* (Canada)
- Experience Scottsdale welcomed *Elite Traveler* Luxury Editorial Director Kristen Shirley for a visit to Scottsdale in December. The resulting two-page spread in the spring issue of the magazine featured Old Town destinations and events like Scottsdale ArtWalk, The Mission and Bespoke Inn. *Elite Traveler*, which has a circulation of **98,865**, is the only audited publication with global distribution aboard private jets and in first-class lounges in fixed-base operators.



Elite Traveler, Spring 2019

TOURISM

- Through trade shows, one-on-one meetings and training sessions, the tourism team shared the Scottsdale message with **3,730** travel professionals from **29** countries in the fiscal year.
- Experience Scottsdale produced **2,121** leads and services for members in the fiscal year.
- During the quarter, Experience Scottsdale hosted representatives from Condor Airlines in Old Town Scottsdale. The group consisted of senior sales and marketing team members who are responsible for promoting the seasonal non-stop air service from Frankfurt, Germany, to Phoenix Sky Harbor International Airport for leisure, meetings and incentive travel.

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PERFORMANCE MEASURES	July 2018 – June 2019	% of Annual Goal
CONVENTION SALES		
Generate 1,500 convention sales leads for Scottsdale market area properties	1,903	127%
Conduct 204 customer site inspections for Scottsdale market area properties	266	130%
Confirm 444 convention bookings into Scottsdale market area properties for future dates	625	141%
Confirm convention bookings into Scottsdale market area properties for future dates resulting in 130,176 room nights	202,892	156%
CONVENTION SERVICES		
Generate 300 services leads and hotel leads for 10 rooms or fewer for Scottsdale market area properties/businesses	378	126%
TRAVEL INDUSTRY SALES		
Generate 1,500 domestic and international tour program leads and services for Scottsdale market area properties/businesses	2,121	141%
Promote the Scottsdale market area as one of the world's top leisure destinations to 3,350 targeted clients	3,730	111%
COMMUNICATIONS		
Generate 1,000 media hits about the Scottsdale market area	1,157	116%
MARKETING		
Generate 750,000 brand engagements through visitor guide distribution, collateral downloads, email opens and social media followers	963,460	128%
Generate 1.8 million visitor sessions to the Experience Scottsdale website and all affiliate sites	2,121,891	118%

All Experience Scottsdale performance measures are based on the organization's overall outcomes for the Scottsdale area, which is defined as all businesses in Scottsdale and surrounding areas that are a part of Experience Scottsdale's membership, including those in partner communities.

HOTEL PERFORMANCE

- Following is the most up-to-date STR data, which shows the performance of Scottsdale-area hotels for the calendar year to date.

	January – June 2019	January – June 2018	% Difference
Hotel Occupancy	77.0%	76.3%	0.9%
Average Daily Room Rate (ADR)	\$240.25	\$230.33	4.3%
Revenue per Available Room (RevPAR)	\$184.96	\$175.71	5.3%

(Source: STR)